In the Claims:

The list of claims is reproduced below. Applicant respectfully reserves the right to prosecute any originally presented or canceled claims in a continuing or future application.

1. (Previously Presented) A method for analyzing information in at least one source database, said method comprising:

receiving a definition of a reverse star schema meta-model;

generating a data warehouse populated with the information from the source database and in accordance with the meta-model;

receiving a definition of at least one of a plurality of customer profile groups;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data warehouse and the data model and configured to the quantity of interest, further comprising:

creating at least one first dimension table based upon the data schema and the quantity of interest; and

creating at least one fact table based upon the data schema, the quantity of interest and the information; and

displaying at least a portion of the dynamically generated database.

2. (Previously Presented) The method of claim 1, further comprising:

generating a customer profile report and wherein the information comprises business performance measures; and wherein:

creating at least one first dimension table further comprises:

creating a customer profile hierarchy from the customer profile groups; and

creating at least one fact table further comprises:

aggregating said business performance measures according to said customer profile hierarchy.

3. (Previously Presented) The method of claim 1 further comprising generating an operation report, and wherein the information comprises business performance measures, and wherein:

creating at least one fact table further comprises:

aggregating said business performance measures; and

filtering said customer profiles.

4. (Previously Presented) The method of claim 1 further comprising generating a customer behavior report, and wherein the information comprises customer records, and wherein:

creating at least one first dimension table further comprises:

creating at least one of a plurality of customer profiling dimensions based upon the at least one of a plurality of customer profile groups received; and

creating at least one fact table further comprises:

aggregating customer records based on said at least one of a plurality of customer profiling dimensions.

5. (Previously Presented) The method of claim 1 further comprising:

creating a list of customers for each one of the plurality of customer profile groups;

creating at least one intermediary data structure to manage the list of customers; and

creating customer classification components in a meta model for each customer profile group.

6. (Previously Presented) The method of claim 1 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

7-10 (Cancelled)

11. (Withdrawn) A method for analyzing information in at least one database, said method comprising:

receiving a definition of at least one of a plurality of customer profile groups;

creating a list of customers for each one of the plurality of customer profile groups;

creating customer classification components in a reverse star schema_meta model for each customer profile group;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data model and the quantity of interest, further comprising:

creating at least one first dimension table based upon the data schema and the quantity of interest; and

creating at least one fact table based upon the data schema, the quantity of interest and the information; and

displaying at least a portion of the dynamically generated database.

12. (Withdrawn) The method of claim 11 further comprising generating a customer profile report and wherein the information comprises business performance measures, and wherein:

creating at least one first dimension table further comprises:

creating a customer profile hierarchy; and

creating at least one fact table further comprises:

aggregating said business performance measures according to said customer profile hierarchy.

13. (Withdrawn) The method of claim 11 further comprising generating an operation report, and wherein the information comprises business performance measures, and wherein:

creating at least one fact table further comprises:

aggregating said business performance measures; and

filtering said customer profiles.

14. (Withdrawn) The method of claim 11 further comprising generating a customer

behavior report, and wherein the information comprises customer records, and wherein:

creating at least one first dimension table further comprises:

creating at least one of a plurality of customer profiling dimension tables based upon the at least one of a plurality of customer profile groups received; and

creating at least one fact table further comprises:

aggregating customer records based on said at least one of a plurality of customer profiling dimension tables.

15. (Withdrawn) The method of claim 11 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

16-19 (Cancelled)

20. (Withdrawn) A method for analyzing information in a first database, said first database organized according to a first data schema, said method comprising:

defining a virtual data model comprising a reverse star schema;

determining from the virtual data model a second data schema;

receiving as input a third data model definition;

creating a third database having a third data schema from the third data model;

creating a first mapping, that provides a translation for data from said first data schema to said second data schema;

creating a second mapping, that provides a translation for data from the second data schema to the third data schema; and

selectively migrating at least a portion of the information from at least one of the first database to the second database according to the first mapping and the second database to the third database according to the second mapping.

21. (Withdrawn) The method of claim 20 wherein said first data schema comprises a star schema.

22. (Withdrawn) The method of claim 20 wherein virtual data model comprises an identity centric data organization.

23. (Cancelled)

24. (Withdrawn) The method of claim 20 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

25-29 (Cancelled)

30. (Withdrawn) A method for analyzing information from a database, said database organized according to a first data model, said method comprising:

defining based upon a virtual data model, comprising a reverse star schema, a data warehouse;

receiving as input a definition of a second data model;

creating a first mapping from said first data model to said data warehouse;

creating a second mapping from said data warehouse to said second data model;

analyzing information based upon said second data model, using the first mapping and the second mapping.

31. (Withdrawn) The method of claim 30 wherein said virtual data model comprises an identity centric data organization.

32. (Cancelled)

33. (Withdrawn) The method of claim 30 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

34-39 (Cancelled)

40. (Previously Presented) The method of claim 1, further comprising:

receiving a selection of a targeted customer segment of interest as the quantity of interest;

generating at least one of a plurality of targeted customer segment tables based upon the dynamically generated database; and

providing the targeted customer segment tables to external applications.

41. (Previously Presented) The method of claim 1, wherein the dynamically generated database further comprises:

receiving an input from an on-line application processor (OLAP);

transforming the input into a database query based upon the data model; and

providing information in response to the database query.

42. (Withdrawn) The method of claim 22 wherein said identity is a customer identity.

43. (Withdrawn) The method of claim 31 wherein said identity is a customer identity.

44. (Previously Presented) A computer readable medium comprising one or more instructions for causing a processor to perform the steps of:

receiving a definition of a reverse star schema meta-model;

generating a data warehouse populated with the information from a source database and in accordance with the meta-model;

receiving a definition of at least one of a plurality of customer profile groups;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data warehouse and the data model and configured to the quantity of interest, further comprising:

creating at least one first dimension table based upon the data schema and the

quantity of interest; and

creating at least one fact table based upon the data schema, the quantity of interest and the information; and

displaying at least a portion of the dynamically generated database.

45. (Withdrawn) A computer readable medium comprising one or more instructions for analyzing information in at least one database, which instructions cause a processor to perform the steps of:

receiving a definition of at least one of a plurality of customer profile groups;

creating a list of customers for each one of the plurality of customer profile groups;

creating customer classification components in a reverse star schema meta model for each customer profile group;

receiving input indicating at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data model and the quantity of interest, further comprising:

creating at least one first dimension table based upon the data schema and the quantity of interest; and

creating at least one fact table based upon the data schema, the quantity of interest and the information; and

displaying at least a portion of the dynamically generated database.

46. (Withdrawn) A computer readable medium comprising one or more instructions for analyzing information in a first database, said first database organized according to a first data schema, which instructions cause a processor to perform the steps of:

defining a virtual data model comprising a reverse star schema;

determining from the virtual data model a second data schema;

receiving as input a third data model definition;

creating a third database having a third data schema from the third data model;

creating a first mapping, that provides a translation for data from said first data schema to said second data schema;

creating a second mapping, that provides a translation for data from the second data schema to the third data schema; and

selectively migrating at least a portion of the information from at least one of the first database to the second database according to the first mapping and the second database to the third database according to the second mapping.

47. (Withdrawn) A computer readable medium comprising one or more instructions for analyzing information in a database, the database organized according to a first data model, which instructions cause a processor to perform the steps of:

defining based upon a virtual data model, comprising a reverse star schema, a data warehouse;

receiving as input a definition of a second data model;

creating a first mapping from said first data model to said data warehouse;

creating a second mapping from said data warehouse to said second data model;

analyzing information based upon said second data model, using the first mapping and the second mapping.

48. (Withdrawn) An apparatus, comprising:

means for defining based upon a virtual data model, comprising a reverse star schema, a data warehouse;

means for receiving as input a definition of a second data model;

means for creating a first mapping from said first data model to said data warehouse;

means for creating a second mapping from said data warehouse to said second data model;

means for analyzing information based upon said second data model, using the first mapping and the second mapping.